

ORDERHenderson - Las Vegas
KVVU TV

Orders

Order / Rev: 495275

Alt Order #: _____

Product Desc: Adriana Escobar for Judge Dept 14

Estimate: _____

Flight Dates: 10/07/12 - 10/30/12

Original Date / Rev: 09/27/12 / 09/27/12

Order Type: GENERAL

Primary AE: House Political-KVVU House Political

Sales Office: KVVU

Sales Region: Local

Agency

Name: Policy Communications

Buying Contact: David Thomas

Billing Contact: _____

415 South 6th Street, Suite 200A

Las Vegas, NV 89101

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Adriana Escobar

Demographic: A25-54

Product Codes: Political-Candidates

Priority: IMP

Revenue Codes: POL, PLC, FLT

New Business Thru: _____

Order Separation: 00:10:00

Advertiser External ID: _____

Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	39	\$30,150.00	\$25,627.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$30,150.00	\$25,627.50	0.00
Totals	39	\$30,150.00	\$25,627.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Political-KVVU House			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KVVU TV	38%	\$30,150.00
Market	100%	\$79,342.11

Competitive Share

Competitive Share	Share	Total
KBLR	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$15,868.42
KLVX	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVBC	42%	\$33,323.68
KVCW	0%	\$0.00
KVMY	0%	\$0.00
LV1	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KVVU	10/14/12	10/28/12	Fox News Sunday	CM	8-9a	-----S	:30	1	\$550.00	PMT	0.00	NM	3	\$1,650.00
				Fox News Sunday 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1		\$550.00		0.00					
		Week: 10/15/12	10/21/12	-----S		1		\$550.00		0.00					
		Week: 10/22/12	10/28/12	-----S		1		\$550.00		0.00					
2	KVVU	10/07/12	10/21/12		CM	Su 10p-1045p	-----S	:30	1	\$1,250.00	PMT	0.00	NM	2	\$2,500.00

Order / Rev: 495275
 Alt Order #:
 Flight Dates: 10/07/12 - 10/30/12

Advertiser: Adriana Escobar
 Product Desc: Adriana Escobar for Judge Dept 14
 Estimate:
 KVVU TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
Fox 5 News Su 10p-1045p																
Fox 5 News Su 10p-1045p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		1		\$1,250.00			0.00					
		Week: 10/08/12	10/14/12	-----		0		\$0.00			0.00					
		Week: 10/15/12	10/21/12	-----S		1		\$1,250.00			0.00					
3	KVVU	10/09/12	10/24/12	Fox 5 News AM M-F 7a-9a	CM	M-F 7a-9a -----	:30	0	\$700.00	PMT	0.00	NM	6	\$4,200.00		
Fox 5 News AM M-F 7a-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	-11----		2		\$700.00			0.00					
		Week: 10/15/12	10/21/12	-11----		2		\$700.00			0.00					
		Week: 10/22/12	10/28/12	-11----		2		\$700.00			0.00					
4	KVVU	10/07/12	10/28/12	Fox 5 News M-F 10p-11p	CM	10p-11p MTWTF--	:30	1	\$2,150.00	PMT	0.00	NM	4	\$8,600.00		
Fox 5 News M-F 10p-11p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----		0		\$2,150.00			0.00					
		Week: 10/08/12	10/14/12	--W----		1		\$2,150.00			0.00					
		Week: 10/15/12	10/21/12	M--T---		2		\$2,150.00			0.00					
		Week: 10/22/12	10/28/12	-T-----		1		\$2,150.00			0.00					
5	KVVU	10/11/12	10/25/12	Fox 5 News at 5 M-F 5-530p	CM	5-530p ---T---	:30	1	\$550.00	PMT	0.00	NM	3	\$1,650.00		
Fox 5 News at 5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	---T---		1		\$550.00			0.00					
		Week: 10/15/12	10/21/12	---T---		1		\$550.00			0.00					
		Week: 10/22/12	10/28/12	---T---		1		\$550.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KVVU	10/26/12-10/26/12		Fox 5 News at 5 M-F 5-530p		5-530p		-----F----	:30	\$550.00	0.00	NM				
6	KVVU	10/07/12	10/28/12	Fox 5 News Am M-F 6a-7a	CM	M-F 6a-7a ---TF--	:30	2	\$725.00	PMT	0.00	NM	4	\$2,900.00		
Fox 5 News AM M-F 6a-7a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----		0		\$0.00			0.00					
		Week: 10/08/12	10/14/12	---TF--		2		\$725.00			0.00					
		Week: 10/15/12	10/21/12	---TF--		2		\$725.00			0.00					
		Week: 10/22/12	10/28/12	-----		0		\$0.00			0.00					
7	KVVU	10/07/12	10/28/12	M-F 6:30-7pm	CM	630-7pm ---TF--	:30	2	\$400.00	PMT	0.00	NM	2	\$800.00		
MORE Access																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----		0		\$0.00			0.00					
		Week: 10/08/12	10/14/12	---T---		1		\$400.00			0.00					
		Week: 10/15/12	10/21/12	---T---		1		\$400.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KVVU	10/15/12-10/21/12		M-F 6:30-7pm		630-7pm		---Th-----	:30	(\$400.00)	0.00	NM				
Credited																
		Week: 10/22/12	10/28/12	---TF--		2		\$400.00			0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	KVVU	10/22/12-10/28/12		M-F 6:30-7pm		630-7pm		---ThF-----	:30	(\$400.00)	0.00	NM				
Credited																
8	KVVU	10/13/12	10/27/12	FOX 5 News Sat 10-11p	CM	10-11p Sat -----S-	:30	1	\$1,500.00	PMT	0.00	NM	2	\$3,000.00		
FOX 5 News Sat 10-11p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$1,500.00			0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00			0.00					
		Week: 10/22/12	10/28/12	-----S-		1		\$1,500.00			0.00					
E 9	KVVU	10/07/12	10/28/12	Su 5-6p	CM	5-6p -----S	:30	2	\$225.00	PMT	0.00	NM	4	\$900.00		
Friends Weekend																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		2		\$225.00			0.00					
		Week: 10/08/12	10/14/12	-----S		2		\$225.00			0.00					

Order / Rev: 495275
 Alt Order #:
 Flight Dates: 10/07/12 - 10/30/12

Advertiser: Adriana Escobar
 Product Desc: Adriana Escobar for Judge Dept 14
 Estimate: KVVU TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KVVU	10/07/12	10/28/12	Su 5-6p Friends Weekend	CM	5-6p	-----S	:30	2	\$225.00	PMT	0.00	NM	4	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 2 \$225.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KVVU 10/08/12-10/14/12 Su 5-6p 5-6p -----Su :30 (\$225.00) 0.00 NM Credited 6 KVVU 10/08/12-10/14/12 Su 5-6p 5-6p -----Su :30 (\$225.00) 0.00 NM Credited [N/A]															
Week: 10/15/12 10/21/12 -----S 2 \$225.00 0.00 Week: 10/22/12 10/28/12 -----S 2 \$225.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 4 KVVU 10/22/12-10/28/12 Su 5-6p 5-6p -----Su :30 (\$225.00) 0.00 NM Credited 8 KVVU 10/22/12-10/28/12 Su 5-6p 5-6p -----Su :30 (\$225.00) 0.00 NM Credited [N/A]															
10	KVVU	10/07/12	10/28/12	Fox 5 News at 6pm Fox 5 News at 6pm	CM	M-F 6-630pm	MT-----	:30	2	\$525.00	PMT	0.00	NM	5	\$2,625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 ----- 0 \$0.00 0.00 Week: 10/08/12 10/14/12 MT----- 2 \$525.00 0.00 Week: 10/15/12 10/21/12 MT----- 2 \$525.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 KVVU 10/15/12-10/21/12 Fox 5 News at 6pm M-F 6-630pm MT----- :30 (\$525.00) 0.00 NM Credited Week: 10/22/12 10/28/12 MT----- 2 \$525.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 5 KVVU 10/25/12-10/26/12 Fox 5 News at 6pm M-F 6-630pm -----F---- :30 \$525.00 0.00 NM															
11	KVVU	10/12/12	10/12/12	Fox 5 News at 6pm Fox 5 News at 6pm	CM	M-F 6-630pm	----F--	:30	1	\$525.00	PMT	0.00	NM	1	\$525.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$525.00 0.00															
12	KVVU	10/15/12	10/19/12	More M-F 9a-10a More M-F 9-10a	CM	M-F 9a-10a	MTWTF--	:30	1	\$275.00	PMT	0.00	NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 1 \$275.00 0.00															
13	KVVU	10/22/12	10/26/12	More M-F 9a-10a More M-F 9-10a	CM	M-F 9a-10a	MTWTF--	:30	1	\$275.00	PMT	0.00	NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 MTWTF-- 1 \$275.00 0.00															
14	KVVU	10/15/12	10/19/12	More M-F 9a-10a More M-F 9-10a	CM	M-F 9a-10a	MTWTF--	:30	1	\$250.00	IMP	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 MTWTF-- 1 \$250.00 0.00															
													Totals	39	\$30,150.00

ORDERHenderson - Las Vegas
KVVU TV

Orders	Order / Rev:	495275	
	Alt Order #:		
	Product Desc:	Adriana Escobar for Judge Dept 14	
	Estimate:		
	Flight Dates:	10/07/12 - 10/30/12	Primary AE: House Political-KVVU House Political
	Original Date / Rev:	09/25/12 / 09/25/12	Sales Office: KVVU
	Order Type:	GENERAL	Sales Region: Local

Agency	Name:	Policy Communications	
	Buying Contact:	David Thomas	Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		415 South 6th Street, Suite 200A	Billing Cycle: EOM/EOC
		Las Vegas, NV 89101	Agency Commission: 15%

Advertiser	Name:	Adriana Escobar	
	Demographic:	A25-54	New Business Thru:
	Product Codes:	Political-Candidates	Order Separation: 00:10:00
	Priority:	IMP	Advertiser External ID:
	Revenue Codes:	POL, PLC, FLT	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	40	\$30,600.00	\$26,010.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$30,600.00	\$26,010.00	0.00
Totals	40	\$30,600.00	\$26,010.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Political-KVVU House			Start Of Order - End Of Order	100%

Order Share	Share	Total
KVVU TV	38%	\$30,600.00
Market	100%	\$80,526.32

Competitive Share	Share	Total
KBLR	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$16,105.26
KLVX	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVBC	42%	\$33,821.05
KVCW	0%	\$0.00
KVMY	0%	\$0.00
LV1	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KVVU	10/14/12	10/28/12	Fox News Sunday	CM	8-9a	-----S	:30	1	\$550.00	PMT	0.00	NM	3	\$1,650.00
				Fox News Sunday 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$550.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$550.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$550.00		0.00			
N 2	KVVU	10/07/12	10/21/12		CM	Su 10p-1045p	-----S	:30	1	\$1,250.00	PMT	0.00	NM	2	\$2,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fox 5 News Su 10p-1045p											
				Fox 5 News Su 10p-1045p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1			\$1,250.00			0.00			
Week:		10/08/12	10/14/12	-----		0			\$0.00			0.00			
Week:		10/15/12	10/21/12	-----S		1			\$1,250.00			0.00			
N 3	KVVU	10/09/12	10/24/12	Fox 5 News AM M-F 7a-9a	CM	M-F 7a-9a	-----	:30	0	\$700.00	PMT	0.00	NM	6	\$4,200.00
				Fox 5 News AM M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-11----		2			\$700.00			0.00			
Week:		10/15/12	10/21/12	-11----		2			\$700.00			0.00			
Week:		10/22/12	10/28/12	-11----		2			\$700.00			0.00			
N 4	KVVU	10/07/12	10/28/12	Fox 5 News M-F 10p-11p	CM	10p-11p	MTWTF--	:30	1	\$2,150.00	PMT	0.00	NM	4	\$8,600.00
				Fox 5 News M-F 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----		0			\$2,150.00			0.00			
Week:		10/08/12	10/14/12	--W----		1			\$2,150.00			0.00			
Week:		10/15/12	10/21/12	M--T---		2			\$2,150.00			0.00			
Week:		10/22/12	10/28/12	-T-----		1			\$2,150.00			0.00			
N 5	KVVU	10/11/12	10/25/12	Fox 5 News at 5 M-F 5-530p	CM	5-530p	---T---	:30	1	\$550.00	PMT	0.00	NM	3	\$1,650.00
				Fox 5 News at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---		1			\$550.00			0.00			
Week:		10/15/12	10/21/12	---T---		1			\$550.00			0.00			
Week:		10/22/12	10/28/12	---T---		1			\$550.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KVVU	10/26/12-10/26/12		Fox 5 News at 5 M-F 5-530p		5-530p	-----F----	:30		\$550.00		0.00	NM		
N 6	KVVU	10/07/12	10/28/12	Fox 5 News Am M-F 6a-7a	CM	M-F 6a-7a	---TF--	:30	2	\$725.00	PMT	0.00	NM	4	\$2,900.00
				Fox 5 News AM M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----		0			\$0.00			0.00			
Week:		10/08/12	10/14/12	---TF--		2			\$725.00			0.00			
Week:		10/15/12	10/21/12	---TF--		2			\$725.00			0.00			
Week:		10/22/12	10/28/12	-----		0			\$0.00			0.00			
N 7	KVVU	10/07/12	10/28/12	M-F 6:30-7pm	CM	630-7pm	---TF--	:30	2	\$400.00	PMT	0.00	NM	2	\$800.00
				MORE Access											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----		0			\$0.00			0.00			
Week:		10/08/12	10/14/12	---T---		1			\$400.00			0.00			
Week:		10/15/12	10/21/12	---T---		1			\$400.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KVVU	10/15/12-10/21/12		M-F 6:30-7pm		630-7pm	---Th-----	:30		(\$400.00)		0.00	NM		
				Credited											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2			\$400.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KVVU	10/22/12-10/28/12		M-F 6:30-7pm		630-7pm	---ThF----	:30		(\$400.00)		0.00	NM		
				Credited											
N 8	KVVU	10/13/12	10/27/12	FOX 5 News Sat 10-11p	CM	10-11p Sat	-----S-	:30	1	\$1,500.00	PMT	0.00	NM	2	\$3,000.00
				FOX 5 News Sat 10-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$1,500.00			0.00			
Week:		10/15/12	10/21/12	-----		0			\$0.00			0.00			
Week:		10/22/12	10/28/12	-----S-		1			\$1,500.00			0.00			
N 9	KVVU	10/07/12	10/28/12	Su 5-6p	CM	5-6p	-----S	:30	2	\$225.00	PMT	0.00	NM	6	\$1,350.00
				Friends Weekend											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		2			\$225.00			0.00			
Week:		10/08/12	10/14/12	-----S		2			\$225.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KVVU	10/08/12-10/14/12		Su 5-6p		5-6p	-----Su	:30		(\$225.00)		0.00	NM		
				Credited											

Order / Rev: 495275
 Alt Order #:
 Flight Dates: 10/07/12 - 10/30/12

Advertiser: Adriana Escobar
 Product Desc: Adriana Escobar for Judge Dept 14
 Estimate:
 KVVU TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KVVU	10/07/12	10/28/12	Su 5-6p Friends Weekend	CM	5-6p	-----S	:30	2	\$225.00	PMT	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$225.00		0.00			
		Week: 10/22/12	10/28/12	-----S		2				\$225.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	KVVU	10/22/12-10/28/12	Su 5-6p		5-6p	-----Su	:30		(\$225.00)		0.00	NM		
			Credited												
N 10	KVVU	10/07/12	10/28/12	Fox 5 News at 6pm Fox 5 News at 6pm	CM	M-F 6-630pm	MT-----	:30	2	\$525.00	PMT	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00			
		Week: 10/08/12	10/14/12	MT-----		2				\$525.00		0.00			
		Week: 10/15/12	10/21/12	MT-----		2				\$525.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KVVU	10/15/12-10/21/12	Fox 5 News at 6pm		M-F 6-630pm	MT-----	:30		(\$525.00)		0.00	NM		
			Credited												
		Week: 10/22/12	10/28/12	MT-----		2				\$525.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	KVVU	10/25/12-10/26/12	Fox 5 News at 6pm		M-F 6-630pm	-----F----	:30		\$525.00		0.00	NM		
N 11	KVVU	10/12/12	10/12/12	Fox 5 News at 6pm Fox 5 News at 6pm	CM	M-F 6-630pm	----F--	:30	1	\$525.00	PMT	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$525.00		0.00			
N 12	KVVU	10/11/12	10/11/12	M-F 6:30-7pm MORE Access	CM	630-7pm	---T---	:30	1	\$400.00	PMT	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$400.00		0.00			
N 13	KVVU	10/10/12	10/10/12	M-F 6:30-7pm MORE Access	CM	630-7pm	--W----	:30	1	\$400.00	PMT	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$400.00		0.00			
													Totals	40	\$30,600.00

NAB Form PB-17 Candidates

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

FOX 5, KVVU-TV, LAS VEGAS, NV 9/25/12

I, POLICY COMMUNICATIONSbeing/on behalf of: ADRIANA ESCOBAR, a legallyqualified candidate of the NON-PARTISAN politicalparty for the office of: CLARK COUNTY DISTRICT COURT, DEPT. 14in the GENERALelection to be held on: TUESDAY, ~~AT~~ NOVEMBER 6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
130 SECONDS	SEE ATTACHED SHEET				

Total Charges: \$30,150 - \$4,522.50 = \$25,627.50

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

NOT APPLICABLE

I represent that the payment for the above described broadcast time has been furnished by:

COMMITTEE TO RETAIN ADRIANA ESCOBAR JUDGE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

ADRIANA ESCOBAR

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12
Date

David Thomas
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Fox 5 KVVU-TV Buy (\$30,150) Adriana Escobar

495275

Program	Number of Shows	Dates	Level - Rate	Total Cost
Sunday Fox 5 News at 8:00A 8:00-9:00AM (SUN)	3 ✓	October 14, 21, 28	\$550 - Level PMT	\$1,650
Sunday Fox 5 10P News 10:00-10:45P (SUN)	1 ✓	October 7, 21	\$1,250 - Level PMT	\$2,500
Fox5 Morning News 7-9A (M-F)	6 ✓	October 9, 10, 16, 17, 23, 24 <i>T W T W T W</i>	\$700 - Level PMT	\$4,200
Fox5 News 10P at 10:00-11:00P (M-F)	4 ✓	October 10, 15, 18, 23, <i>Tu W Th F</i>	\$2,150 - Level PMT	\$8,600
Fox5 News at 5P at 5-5:30P (M-F)	3 ✓	October 11, 18, 25, 26 <i>W F</i>	\$550 - Level PMT	\$1,650
Fox 5 News at 6:00-7:00AM (M-F)	4 ✓	October 11, 12, 18, 19,	\$725 - Level PMT	\$2,900
More 6:30-7:00PM (M-F)	4 ✓	October 12, 19, 25, 26 18th	\$400 - Level PMT	\$1,600
FOX 5 News (SAT) 10:00-11:00PM	2 ✓	October 13, 27	\$1,500 - Level PMT	\$3,000
Extra Weekend (SUN) 5:00-6:00PM	4 ✓	October 7, 14, 21, 28 <i>Sa Su Sa Su</i>	\$225 - Level PMT	\$900
Fox5 News at 6:00P at 6:00-6:30P (M-F)	6 ✓	October 8, 9, 15, 16, 22, 23 <i>12</i>	\$525 - Level PMT	\$3,150

18th/17th/23rd 9-10A 1st 630P/100